

The American Observer

A free, virtuous, and enlightened people must know well the great principles and causes on which their happiness depends. -- James Monroe

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Tension in Pacific Disturbs Filipinos

Islands Concerned Over Fate in the Event of War Between Japan and America

THORNY PROBLEM FOR U. S.

The Philippines Are Difficult to Defend, but Preparations to Repel Attack Are Made

From Tokyo last week came reports of a "very important" series of conferences between the highest political leaders in Japan. At these conferences matters of foreign policy were discussed, which is nothing new, since Japanese officials have been talking about the China war, relations with the Axis, Britain, and the United States for some time. But in this case the conferences were of more than usual interest to Americans for, according to most reports, the United States was the chief subject discussed. Japanese leaders were attempting to arrive at a final decision as to whether the United States should be "appeased," or whether it should be written off the books as an irreconcilable enemy, and preparations made for a Pacific war between Japan and America.

Division in Japan

At the time of writing it is not certain that any decision has been made. The Emperor of Japan, and his premier, the aristocratic young Prince Konoye, appear still to be waiting for the outcome of the debate. From a distance, indications are that the shrewd, wily Japanese foreign minister, Yosuke Matsuoka, is leading those who demand a showdown with the United States, or who favor declaration of war on the United States in the event that this country should become embroiled in war with the Axis. Among these are many younger army officers, the so-called "secret societies" of Japan, the super-patriots, and the fascist-minded groups of young people. Those opposing a clash with the United States include most of the Japanese business community, merchants, traders, bankers, and some older men within the army and navy who fear Russia and Communism in general more than anything else.

What the outcome of this debate will be is any man's guess, but if there is any one place in the Pacific where it has caused uneasiness, it is in the Philippines—our most exposed and most distant big outpost. Any war in the Pacific would catch these islands in its vortex. Japan lies to the north of them, some Japanese islands so close that they are visible from the hills of Luzon on a clear day. A screen of Japanese-owned islands circles around to the east. Indo-China lies to the west, and Japanese troops and bases as well. And directly to the south lie the Dutch East Indies, which Japanese imperialists have for some years regarded as rich colonial plums, ripe for plucking. Danger lies in every direction, and there are no small number of military experts who believe that Japan will attack the islands immediately if the United States decides to fight in the Pacific.

At the present time, the United States is in a peculiar, almost embarrassing position in relation to these islands. They came to us unexpectedly 42 years ago, as a part of the spoils of our victory over Spain. But if the Filipinos had not liked Spanish rule, they lost no opportunity to show that they did not wish to be ruled by the United States either, and an independence movement has been in progress ever

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THE PHILIPPINES—MORO FARMER

JACOBS FROM THREE LIONS

In This Hour

(From a column by Raymond Clapper, in the Washington News and other Scripps-Howard Newspapers.)

We say good-bye now to the land we have known. Like lovers about to be separated by the long journey, we sit in this hour of mellow twilight, thinking fondly of the past, wondering. Words seem almost an intrusion.

What tomorrow will bring we do not know. We only know that this golden day is slipping inevitably from us, clutch at it as we will. We have had our troubles. Sometimes we were poorly clothed and poorly fed. But always tomorrow was full of promise. Hardship would diminish. Happiness would grow. Progress was the fixed law of life. We never doubted it, even when the going was rough. . . .

Habits must be changed. Peacetime ways have to be sacrificed. For years, dozens of materials will be almost completely monopolized by war needs and there will be little left for civilian purposes. Even senators and congressmen in some instances may have to give up their automobiles and move to small living quarters, for taxes are going to rip sharply into the lives of every family above the very lowest level of living. For this year and next, we have set aside 40 billion dollars for war production. More may be added to that. Already we are planning to spend far more than we spent in the last war. Labor, still living in a dream-world of constantly rising wages and constantly shorter hours, is going to wake up very soon with a terrific shock.

I mention only the more pleasant aspects of the future and pass over the heavy hearts, the separated families, the young careers that will have to wait, those inward wounds which are more numerous than the wounds of the battlefield.

Regimented people. Regimented trade. The waste of war. The millions of days of human labor to make the guns, the shells, the planes, the tanks, and the ships. The huge plants useful only to manufacture weapons of slaughter. That's our future. It will be the same whether we go into the war or not.

It's been a grand life in America. We have had to work hard. But usually there was good reward. We have had poverty, but also the hope that if the individual man threw in enough struggle and labor he could find his place. Man has gained steadily in security and dignity, in hours of leisure and in those things that made his family comfortable and gave lift to his spirit. Under his feet, however rough the road, he felt the firm security of a nation fundamentally strong, safe from any enemy, able to live at peace by wishing to. In every one of us lived the promise of America.

Now we see the distant fire rolling toward us. It is not being put out. It still is some distance away, but the evil wind blows it toward us.

So ends our reverie in the twilight, over the dear, dead days.

Radio Chains Fight Charge of Monopoly

Government Accuses Networks of Dominating Broadcasting by Control Over Stations

NEW ORDERS HANDED DOWN

Federal Communications Commission Calls for Changes Which Chains Assert Would Be Disastrous

Radio broadcasting is in the midst of the hottest fight that the industry has ever experienced—a fight which, depending on the outcome, may entirely change the present methods of network broadcasting or which may leave them relatively untouched. Because the nation's listeners, which include the overwhelming majority of American people, will be directly affected by the final decision, they have a vital interest in the struggle now going on.

The first blow in the controversy was struck not long ago when five of the seven members of the Federal Communications Commission (the government agency which licenses radio stations) approved and issued a 153-page report charging that radio broadcasting is dominated by monopoly. Chief targets of the criticisms were the National Broadcasting Company's Red and Blue Networks, the Columbia Broadcasting System, and, to a much lesser extent, the Mutual Broadcasting System. The FCC charged that the chains, through their methods of dealing with their affiliates, which number about 60 per cent of the nation's 883 stations, control broadcasting by a tightly held monopoly.

Growth of Radio

Before taking up the FCC's more specific charges and the defense made by the networks, it is well briefly to recall the growth of the radio industry and the origin of government control. During the years following Marconi's patenting of his wireless invention in 1896, the new method of communication lent itself chiefly to the transmission of messages from point to point. There were those individuals, however, who had the foresight to recognize in the new instrument a means of broadcasting entertainment and information to large numbers of listeners.

Consequently, the federal government, which had exercised a loose control over wireless since 1910, began to permit experiments with general broadcasting. By 1920, Station KDKA of Pittsburgh was ready to offer a program, and under a special license it put the returns of the Harding-Cox election on the air. In the following year, two more stations were licensed, and these commenced regular operations.

Despite this control, however, the developments of the next six years were far from orderly. Radio had caught hold in the public fancy, and new stations began springing up rapidly. The government's control proved to be too weak for the situation, and before long, the limited number of spaces or frequencies on the air waves were in a jumble. There were considerably fewer stations than there are today, but, lacking regulation, they crowded and overlapped one another's territory on the air.

The public, the government, and the radio industry itself accepted the necessity for a traffic policeman of the air waves when the government moved to take firmer control in 1927. The Federal Radio Commission established at that time was

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THE U. S. ARMY IN THE PHILIPPINES DURING THE TIME OF THE FILIPINO INSURRECTION

Historical Backgrounds

By David S. Muzzey and Paul D. Miller

The Philippines Under U. S. Control

THE United States acquired the Philippine Islands while engaged in the task of liberating Cuba from the Spanish yoke. Whether by coincidence or design—historians still debate the question warmly—an American fleet, under Commodore Dewey, was prepared for action in the Far East when the United States declared war on Spain on April 25, 1898. A few days later Dewey steamed into Manila Bay with his squadron of two cruisers, a gunboat and a dubious-looking craft propelled by paddlewheel. The islands fell easily into American hands.



DAVID S. MUZZEY

When the peace treaty with Spain was under negotiation, some time later, Washington had to make up its mind about the Philippines, whether to continue the occupation or let the islands fend for themselves. The debate throughout the country was invariably lively, if not always informed. Some circles were gripped with messianic zeal and let loose a flood of eloquence to the effect that the United States had to take up the mission of bringing democracy and civilization to the benighted Filipinos. Even President McKinley, as was subsequently revealed, had "a struggle with his conscience," and many a night he paced the corridors of the White House, seeking, so to speak, the path of imperial righteousness. When the President's conscience was finally set at ease, when the opposition was overwhelmed by the torrents of rhetoric, and when Spain was paid \$20,000,000, we came into possession of the islands.

Independence Movement

Not all the Filipinos, however, saw eye to eye with President McKinley on where duty lay. The Chief Executive felt that "there was nothing left for us to do but to take them all and to educate the Filipinos, and uplift and civilize them." Several thousand Filipino guerrillas, under the mistaken impression that they were to receive immediate independence, refused to be uplifted and civilized under American auspices. They set up an independent republic and it took three years for the American Army to put down these rebel forces.

The first chapter in our Philippine venture was to the distaste of many American citizens. But once insurrection was quelled, the United States did set itself to the task of preparing the islands for self-rule. No sooner was order restored than Filipinos were encouraged to participate actively in the administration of their government. The progress toward self-rule was speeded

up or retarded with changing administrations in Washington. As Miss Florence Horn tells the story in *Orphans of the Pacific: The Philippines*:

The various governor-generals attacked their job with a studiously high-minded intention of doing well by their Filipino wards. What was deemed good for the little brown brothers differed considerably, depending on whether the Democrats or the Republicans were in power in Washington. Each Democratic administration yielded more home rule to the Filipinos, each Republican administration stiffened or held firm the reins.

From the beginning the natives were given jobs in the government, and as early as 1907 they had control of the lower house of their legislature. With clamorous monotony their political leaders "demanded" independence. In answer to these cries for the whole loaf, the Filipinos gained crumbs or slices of autonomy from the Democrats, while if the Republicans were in office, they usually wasted their breath and grew hoarse in futile efforts.

Concessions Made

The first major step in the direction of self-government for the islands was taken by President Wilson, in 1916, when he pushed the Jones Act through Congress. Until then, the Filipinos controlled only the lower house of the Manila legislature. The effective power still remained in the hands of the American-controlled senate. The Jones Act gave the Filipinos control over both the house and the senate; and though a legislative vote was still retained by the governor-general, the native legislature was given authority to pass upon all executive appointments. The result, of course, was that native Filipinos very soon replaced American officials in all branches of the government.

This was a great victory for Manuel Quezon, then resident-commissioner for the Philippines in Washington. But Quezon could not stop with this major concession. His political future, as that of every Filipino leader, was so heavily pledged to the cause of complete self-rule that he had no choice but to continue with even greater demands upon Washington. Quezon did not have to fight this last battle unaided. He had the very powerful support of many American groups, especially the sugar interests who frowned upon the free import into the United States of Philippine sugar; and the cotton, bean, peanut, and corn producers, all of whom hoped that independence for the Philippines would mean the closing of American markets to competitive Philippine products.

Finally, in 1934, Congress passed and President Roosevelt approved the Tydings-McDuffie Act, which set up the Philippine Commonwealth and provided for the islands' complete severance from the United States by 1946. The amendment to that act passed in 1939 is discussed in greater detail in the article beginning on page 1.

Civilian Defense Program Begun Under Leadership of LaGuardia

MANY Americans will refuse to believe that the government is doing all that it can do in the present emergency until it provides them, as individuals, with ways of contributing their personal services. Reports from England have convinced them that this war has given civilians a chance that no previous conflict of modern times has afforded—an opportunity to share the responsibilities of the fighting forces. With the British example before them and the phrase "all-out defense" ringing in their ears, they will be satisfied with nothing short of a real part in protecting America.

For some time President Roosevelt has wanted to provide civilian defense with the leadership that only the federal government can give, but the man whom he wished to name as leader was the already very busy Fiorello H. LaGuardia, mayor of New York, U. S. head of the American-Canadian defense board, and president of the Conference of Mayors. Two weeks ago, Mayor LaGuardia was prevailed upon to accept the civilian-defense job on a no-salary, part-time basis, and the following day the President issued his executive order creating an Office of Civilian Defense.

The new agency is a part of the Office of Emergency Management. It has two main branches, the board for civilian protection and the volunteer participation committee. As director of the OCD, Mayor LaGuardia is the chairman of each of these bodies. The members, like the director, are not paid for their services.

The board for civilian protection is made up of representatives of the War Department, the Navy Department, the Department of Justice, the Federal Security Agency, the Council of State Governments, the American Municipal Association, and the United States Conference of Mayors. This board will plan for emergency protection of life and property and for recruiting and training the civilian forces which will be needed for the purpose.

The volunteer participation committee has as its members twoscore men and women selected by the President to repre-

and supply will concern itself with evacuation and food distribution.

The most pressing of the OCD's problems is that of helping the states to organize units for replacing National Guard troops called into federal service. War is not likely to bring a mass descent of parachutists or glider-borne infantrymen to any part of continental United States, but it might easily bring situations which could be handled only by disciplined men with arms in their hands. Enemy agents might try to obstruct defense by starting fires, wrecking trains, and damaging power and water systems. This possibility would necessitate the guarding of factories, oil wells, warehouses, and important sources of light and power. At the present time, of course, there seem to be plenty of troops available for such duty, but these troops are being trained to fight a possible enemy, and in the event of war they would be sent wherever the enemy might strike or they might be able to strike him. The governors are responsible for the protection of lives and property in their respective states, and the federal government, having called their state troops to the colors, must help them organize and equip others.

During the war of 1917 and 1918, 27 of the 48 states organized home-guard units which eventually reached a combined strength of 79,000 men. Other home-defense units were created by the federal government, and by the time of the Armistice the United States Guards, as they were officially called, numbered more than 26,000. Acting on our World War experience, Congress passed, last fall, a bill to legalize the raising of emergency state troops.

Through its board for civilian protection, the OCD will offer the states plans for organizing their new troops and training them in the protection of key points and vital industries. Like the National Guardsmen whose places they will take, the men of the home guard will be volunteers who train in their spare time and hold themselves in readiness for emergency calls.



THE MAYOR ACCEPTS

Mayor Fiorello LaGuardia, of New York, receives his appointment as Coordinator of Civilian Defense.

sent "the various regions and interests of the nation." It promotes activities intended to keep up the spirit of the people and plans programs for the constructive participation of men, women, and young people.

Such is the OCD as established by the President. Mayor LaGuardia has announced that he will set up three departments to carry out the policies developed by the two planning bodies. The division of public safety will handle fire precautions, the safeguarding of public health, the control of crowds, and the protection of life and property in general. The division of engineering will act to assure the continued functioning of gas, water, and electric services and systems of transportation and communication. The division of shelters

The field of civilian defense is a vast one, of course, and not of a size to be handled from Washington by any such agency as the Office of Civilian Defense. It should be understood at once that the OCD is to study problems, make plans, and suggest programs—not to mobilize the country's civilians for their own defense. The responsibility for putting the OCD's programs into effect lies with the states and their communities. Already defense councils have been organized in the District of Columbia and 45 states, and similar councils are meeting in 1,500 towns and cities. These councils, aided by the hundreds of private organizations that are already clamoring for a part in the work, will translate into action the plans suggested by the OCD.



THE FEDERAL TRADE COMMISSION

Watches the practices of advertisers. Left to right: Commissioners Freer, Ayres, March, Ferguson, and Davis.

Government Condemns Magazine's Advertising Methods and Policies

FALSE and misleading advertising is one of the business abuses which the Federal Trade Commission is charged with hunting down and eliminating. After making and proving a charge that a firm's advertising tends to deceive or misrepresent, the FTC issues an order that the offending company "cease and desist" from such practices in the future.

This is the position in which *Good Housekeeping*, a popular national magazine for women, now finds itself as the result of an FTC investigation which began in August 1939. For many years, the magazine has issued "Tested and Approved by Good Housekeeping" seals and labels to firms which advertise in its pages.

Such was the influence of these stamps of approval that they came to be widely accepted as hallmarks of quality. It was generally believed that all products so labeled had been thoroughly tested in laboratories maintained by the magazine.

After more than 60 public hearings, in which scientific experts were frequently called upon to testify, the FTC issued sweeping orders which direct the magazine to make extensive changes in its advertising practices. The commission accompanied its orders with the charge that "many of the advertisements appearing in *Good Housekeeping Magazine* contained false, deceptive, and misleading statements."

The FTC did not attack the merits of the advertised products, but stated that they frequently could not live up to the claims made for them. A tomato juice, advertised as "the most delicious tomato juice ever tasted," was represented to be made from "only the pure sweet juice." Actually, it was shown to contain about 10 per cent water added in the manufacturing process.

Another product singled out for examination was a tooth powder which, it was claimed, would remove stains from teeth and make them many shades whiter. But expert witnesses appearing for the government testified that the powder could not do these things. Several cosmetics came in for censure, not because they were worthless, but because they could not perform the feats claimed for them. A number of other products—medicines, cosmetics, fabrics and wearing apparel, food products, and so on—were examined and found wanting.

The commission has therefore ordered the magazine not to create the impression that all claims made for products advertised in its columns are true, when actually according to the FTC, many are untrue. A clamp has also been placed on the use of *Good Housekeeping* seals and emblems of approval. These, according to the

commission, may not be used unless the products with which they are associated have actually been given a thoroughgoing testing. The testing, moreover, must insure that all the claims made for the product's qualities are well grounded.

Furthermore, the commission has told the magazine not to build up in any manner the impression that products with which the seals appear are guaranteed by *Good Housekeeping* unless it will live up to the guaranty. If there are limitations on its intentions to back up any guaranty, these must be stated in a way that will not leave any doubts.

When these far-reaching orders were issued, a spokesman for *Good Housekeeping* did not indicate what steps the magazine might take. It had 60 days after the order was handed down in which to appeal the case to the federal courts, with the possibility that the question might be carried up to the United States Supreme Court before it is entirely settled.



America's Course in the War

1939

- September 1. Germany invades Poland.
- September 3. Britain and France declare war on Germany.
- September 8. President Roosevelt proclaims a limited national emergency.
- September 23. Inter-American consultative conference on neutrality meets in Panama and draws a "safety zone" around the hemisphere (excluding Canada).
- November 4. A new neutrality bill repeals the arms embargo and permits the selling of weapons on a cash-and-carry basis.

1940

- May 10. Germany invades the Netherlands, Belgium, and Luxembourg.
- May 16. President Roosevelt launches the rearmament drive.
- June 5. Germany celebrates the winning of the Battle of Flanders. The German drive toward Paris begins.
- June 6. The U. S. government turns back 300 planes to manufacturers for resale to Britain. Congress then agrees to the selling of other "obsolete" weapons.
- June 16. Marshal Petain becomes premier of France and asks peace.
- June 17. Our State Department warns that no American colonies may be transferred.
- July 20. President Roosevelt signs a bill authorizing the construction of a two-ocean navy (by 1946 or 1947).
- July 21. The second Inter-American consultative conference meets and supports our State Department's stand on colonies.
- August 27. President Roosevelt is empowered to call out the National Guard and the reserves for one year.
- September 3. President Roosevelt announces transferring 50 over-age destroyers to Britain and obtaining in return a number of sea and air bases in the Atlantic and the Caribbean.
- September 16. President Roosevelt signs the draft bill.
- September 27. Germany, Italy, and Japan sign a 10-year mutual-assistance pact.

1941

- February 26. Germans attack British in Libya.
- March 12. President Roosevelt signs the lend-lease bill.
- March 29. Armed boarding parties take over all Danish, Italian, and German ships in American harbors.
- April 6. German troops invade Yugoslavia and Greece.
- April 9. Washington presents 10 Coast Guard cutters to Britain.
- April 11. U. S. announces plans for bases on Greenland.
- April 12. The President opens the Red Sea to our shipping.
- April 13. Russia and Japan sign a five-year neutrality pact.
- April 18. The Yugoslavian army surrenders.
- April 26. British troops sail from Greece.
- May 2. Iraqi and British forces begin fighting.
- May 10. Rudolf Hess, No. 3 Nazi, parachutes to earth in Scotland.
- May 14. British begin bombing Syrian air bases used by German planes.
- May 15. Marshal Petain asks the French to collaborate with Germany.
- May 20. President Roosevelt asks the French to refuse to collaborate and warns that the United States would view as a threat the transfer of France's empire to Germany.
- May 27. French ships in American harbors are boarded by Coast Guardsmen. German parachutists and glider-borne troops launch an attack on British-held Crete.
- May 27. President Roosevelt sets up the office of civilian defense, with Mayor LaGuardia of New York as director.
- May 27. President Roosevelt delivers fireside speech to the nation issuing a strong warning to Hitler and proclaiming a state of unlimited national emergency in the United States.

Information Test

Answers to history and geography questions may be found on page 8. If you miss too many of them, a review of history and geography is advisable. Current history questions refer to this issue of THE AMERICAN OBSERVER.

European History

1. The Netherlands became an independent nation as the result of a sixteenth-century revolution against (a) France, (b) Spain, (c) Belgium, (d) Germany.
2. Who was the English king whose mother, Mary, Queen of Scots, was beheaded and whose son, Charles I, met a similar fate? (a) Richard III? (b) Henry VII? (c) Edward VI? (d) James I?
3. Pasteur, who developed the germ theory of disease, originally proposed the process we call *pasteurization*. He was (a) a Frenchman, (b) a German, (c) an Englishman, (d) an Italian.
4. The most famous European architect of the seventeenth century was the creator of St. Paul's Cathedral in London, (a) Oliver Goldsmith, (b) Samuel Johnson, (c) Christopher Wren, (d) Samuel Pepys.
5. Two great European nations, each of which achieved its national unity as a result of war in 1870, are _____ and _____.
6. An Englishman who resolutely opposed the extension of the British Empire was (a) Benjamin Disraeli, (b) William Gladstone, (c) Cecil Rhodes, (d) Rudyard Kipling.

Geography

1. The late Pandora, famous panda of the Bronx Zoo, New York City, came from Szechwan, a large province of (a) India, (b) Tibet, (c) China, (d) Russia.
2. The great earthen Gatun Dam, 105 feet above sea level and 400 feet thick at water level, is in (a) Arizona

and Nevada, (b) Oregon and Washington, (c) Alaska, (d) the Panama Canal Zone.

3. The crimson-sailed Chinese junk *Amoy*, now in New York harbor, came from the great port of southern China, (a) Shanghai, (b) Canton, (c) Peking, (d) Chungking.

4. The country that owns the tiny islands of St. Pierre and Miquelon off Newfoundland is the same country that owns Guadeloupe and Martinique in the Caribbean and the easternmost of the three Guianas. It is (a) France, (b) Britain, (c) the Netherlands, (d) Portugal.

5. After Crete, Germany's next great island steppingstone toward the oil regions of the Middle East would be (a) Malta, (b) Cyprus, (c) Corfu, (d) Sicily.

Current History

1. What are the principal charges of the Federal Communications Commission against the American broadcasting companies? What reply do the companies make?

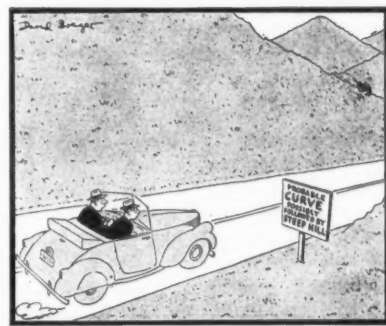
2. Name some of the changes in broadcasting practices that would take place if the FCC program is carried out.

3. Why have the Philippine Islands been referred to as "our Achilles heel"?

4. What are the leading American exports to the Philippines and the principal imports from the islands?

5. True or false: The President indicated, in his recent address, that the United States will use armed force against Germany only if the Western Hemisphere is attacked.

♦ SMILES ♦



"Our highway commissioner used to be the weather forecaster." BREGER IN SATURDAY EVENING POST

"Doctor," said the sick man, "the other physicians who have been in consultation on my case seem to differ with you in the diagnosis."

"I know they do," replied the doctor, who had a great opinion of his own wisdom, "but the autopsy will show who was right!" —POINTER

Amateur Golfer: "What seems to be my difficulty?"

Golf Pro: "You're too near the ball after you swing." —SELECTED

Cooperation would solve most of our problems. For instance, freckles would be a nice coat of tan if they would get together. —RAYS OF SUNSHINE

A naval officer fell overboard. He was rescued by a deck hand. The officer asked how he could reward him.

"The best way, sir," said the sailor, "is to say nothing about it. If the other fellows knew I'd pulled you out, they'd chuck me in." —WALL STREET JOURNAL

Housewife: "I don't suppose you know what good honest work is?"

Tramp: "No, I don't. What good is it?" —WALL STREET JOURNAL

The Week at Home

The President's Speech

The world-wide reverberations of President Roosevelt's recent fireside chat have not yet died down. There is little doubt in the minds of people in all lands who heard the speech what the foreign policy of the United States now is. The President has left no doubt that this country intends to see the task through of ending the menace of Hitlerism. He has clearly revealed that our armed forces will be used, if necessary, in order to keep the Nazi war machine from moving closer to the Western Hemisphere. The following words from his speech serve notice on Hitler that the government of the United States means business:

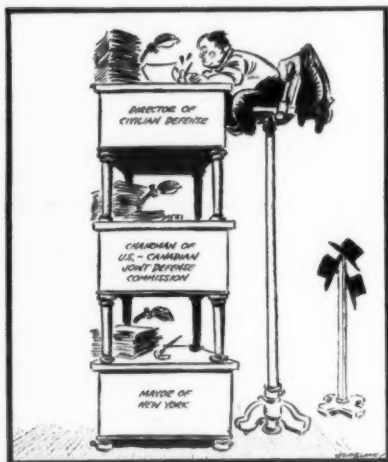
"We have pledged material support to the other democracies of the world—and we will fulfill that pledge.

"We in the Americas will decide for ourselves whether, and when, and where, our American interests are attacked or our security threatened.

"We are placing our armed forces in strategic military position.

"We will not hesitate to use our armed forces to repel attack."

The climax of the President's warning to the aggressor nations was, of course, his proclamation of an unlimited national emergency in the United States. "The nation," he forcefully said, "will expect all individuals and all groups to play their full parts,



LA GUARDIA AT WORK
HERBLOCK IN WINFIELD DAILY COURIER

without stint, without selfishness, and without doubt that our democracy will triumphantly survive."

This proclamation is expected to place a powerful check on disputes between capital and labor. Industry is expected to be mobilized so as to turn out ever-increasing quantities of war weapons. The entire nation is called upon to unite in the great task and challenge facing American democracy.

Most of the American press and the large majority in Congress have expressed their approval of the President's actions. There is still a considerable body of people, however, who feel that our country is unwise in dealing so aggressively with Germany. But there is every indication that



FINISHED PRODUCT

Television makes its formal bow to the public in a more perfected state than most inventions. On July 1 the first regular commercial programs will go on the air. Above is one of the latest types of home receivers, equipped with a large screen which offers a clear view of the subject televised.

they will stand behind the government after it has definitely launched upon a concrete course of action.

Defense Job Training

Young people who are seeking to prepare themselves for jobs in defense industries will find an excellent source of information for their guidance in a new chart prepared by the United States Office of Education. Called "Defense Job Training," it surveys 24 different training programs which are now being sponsored by federal agencies.

For each program, the chart tells the number to be trained, the wages paid to learners, the fees or costs of training (in most cases there are no charges), the wages on the job, the purpose of training, persons eligible to take training, length of courses and where they are offered, where to apply, and jobs for which the training qualifies one.

All sorts of occupations are included among the courses offered by the various training programs: Sewing, canning, quarrying, woodcutting, metalworking, radio and electric work, typing, road and bridge construction, surveying, drafting, home economics, cooking and baking, airport work, machine trades, sea duty on merchant vessels, and so on.

All this information is given briefly and compactly on the chart, which may be obtained by sending five cents to the Superintendent of Documents, Government Printing Office, Washington, D. C. If a school or community wishes to order in quantity, bulk prices are \$2 a hundred copies, and \$15 per thousand.

Less for Relief

In April, Secretary of the Treasury Henry Morgenthau, Jr., told the House Ways and Means Committee that the new \$3,600,000,000 tax program should be supplemented by savings of \$1,000,000,000 in non-defense expenditures. Congressmen hoped that the President would assume leadership in the unpleasant task of deciding which programs should be curtailed, but the President has shown no disposition to let Congress saddle him with the responsibility. He did, however, reduce the amount requested for Works Progress Administration relief.

In the budget which President Roosevelt submitted to Congress last January, he estimated that the WPA would require \$995,000,000 for the fiscal year beginning July 1. Now he feels that \$886,000,000 will be sufficient. The smaller sum will provide for about 1,000,000 persons a month instead of the 1,700,000 we have averaged this year.

No greater reduction of the WPA ap-

propriation is advisable, the President says. Unemployment will continue to be a pressing problem for several reasons. Many of the unemployed are incapable of filling the jobs created by the armament boom. Certain parts of the country are not affected by defense activity. The appropriation has been reduced because there will be fewer unemployed, but those who remain will have to be provided for.

Dr. Knight

The American farmers' need for additional markets is not due solely to the war. For years they have been unable to sell all they could raise, and that is why they have been watching the development of the plastics industry with great interest. If milk, soybeans, corn, cotton, and sweet potatoes can be turned into manufactured products, they will be much easier for the farmer to sell.

Under the secretaryship of Henry A. Wallace, the Department of Agriculture expanded the research work it had been doing in an effort to discover new uses for farm products. All experiments were placed under a new Bureau of Agricultural Chemistry and Engineering. Dr. Henry G. Knight, chief of the bureau, established four laboratories in widely separated cities, and there government scientists searched for new ways of using the farm products of the regions in which



OUTSTANDING CHEMIST

Dr. Henry G. Knight, chief of the U. S. Department of Agriculture's Bureau of Agricultural Engineering, has been awarded the gold medal of the American Institute of Chemists. Dr. Knight received the award "in recognition of his outstanding accomplishments in the field of agricultural chemistry." Under his direction, the Department of Agriculture is establishing four regional laboratories to search for new and wider industrial outlets for farm products.

the experimental stations were located.

Last month Dr. Knight was awarded the gold medal which the American Institute of Chemists presents each year for outstanding service to the science of chemistry. It was given him in recognition of his outstanding accomplishments in the field of agricultural chemistry and the executive ability he showed in establishing the four regional laboratories.

Three-Year Course

Among the sweeping changes brought by the emergency is the introduction of a three-year program in higher education. This year between four and five hundred liberal arts colleges will offer such a program in addition to the traditional four-year one. The shortened course is to enable young men to finish their college work between the ages of 18 and 20, so that they will be ready for military service when they reach the draft age of 21.

The new program will entail work during what were once vacation periods. Many colleges are arranging to have a 12-week session this summer instead of the usual six-week one, and over a hundred institutions which have never been open in the summer months will introduce summer sessions. It seems probable, too, that there will be shorter Christmas and Easter vacations for students on the three-year program, as well as classes all day Saturday and heavier schedules.

Shipbuilder

The "bridge of ships" which is to convey our weapons and food to Britain will be the work of many men, but the responsibility for its successful completion rests largely with a retired naval officer, Admiral Emory S. Land, chairman of the United States Maritime Commission.



USMC PHOTO
EMORY S. LAND

Admiral Land has thrown himself into his difficult task with the determination that has characterized everything he has attempted, and the country will be well satisfied if he meets with the measure of success that has been his before. At the Naval Academy in 1900 he was awarded the athletic sword for his achievements in football, crew, track, and minor sports. He finished sixth in his class. He took postgraduate work at the Massachusetts Institute of Technology and earned a Master of Science degree in naval architecture. Becoming a naval constructor, he devoted himself to the building of warships, but when the airplane demonstrated its importance as a weapon he qualified as a pilot and served for two years as assistant chief of the Navy Department's Bureau of Aeronautics. Then he returned to shipbuilding and in 1932 was appointed chief of the Bureau of Construction and Repair.

It was a surprise to the whole service when this hard-working and capable officer retired in 1937 at the age of 58, but it soon appeared that he had not left his country's service. A Maritime Commission had been created to build the United States a merchant marine fit for duty in either peace or war. Its chairman was the financier Joseph P. Kennedy, and his second-in-command was Admiral Land. Within a year Mr. Kennedy was off to London as ambassador, and the admiral was in full charge.

The Maritime Commission got off to a good start and has performed very creditably ever since. The emergency, however, has loaded it with a tremendous program. The building of 950 new merchantmen—added to our unprecedented naval construction—has taxed shipbuilding facilities to the limit.

The American Observer

A Weekly Review of Social Thought and Action

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The Week Abroad

Naval Balance

The recent naval warfare in the Mediterranean and the North Atlantic, climaxed by the spectacular destruction of the battleship *Bismarck*, alters the balance between the British and German navies. The British paid for their sinking of the *Bismarck* with the loss of one of their own capital ships, the *Hood*. The exchange, however, was most obviously worth while. The *Hood* was an old battle cruiser built during the World War. The *Bismarck*, on the other hand, was one of the newest naval vessels afloat and regarded by many as the mightiest.

Germany now has only three other capital ships, the *Tirpitz*, sister vessel of the *Bismarck*, the *Scharnhorst*, and the *Gneisenau*. With the British fleet still retaining 15 battleships, this means that Great Britain now has a five to one superiority over Germany in capital ships. Before the *Hood* and *Bismarck* were sent to the bottom, the British superiority over the Nazi fleet was in the ratio of only four to one.

It is believed in London that Germany's naval position is even worse than suggested by these figures, inasmuch as the *Scharnhorst* and *Gneisenau* are said to have been badly damaged by the Royal Air Force. The failure of these two vessels to come to the aid of the *Bismarck* appears to substantiate the report that they are under repair. From Germany's point of view, however, this is balanced by the fact that the British, too, have several battleships out of action while under repair. There are known to be two British battleships in American naval yards, in addition to an aircraft carrier.

In the Mediterranean, where the struggle for Crete continues, the British fleet has not fared so well, having lost two cruisers and four destroyers in the attempt to block German sea-borne reinforcements to the island.

Near Eastern Front

The Axis-sponsored struggle in Iraq appears to be on the verge of collapse as we go to press. German preoccupation with the battle for Crete has apparently reduced to a trickle the flow of supplies to Premier Rashid Ali Beg Gailani, the pro-German premier who seized the Baghdad government more than two months ago. The British, meanwhile, have been receiving steady reinforcements, especially of aircraft, enabling them to blast the Iraqi air forces out of the sky. A British land offensive has also begun for the capture of Baghdad and the capital may be in British hands by the time this paper reaches its readers.

Premier Rashid Ali Beg is believed to have fled to Mosul, near the Syrian frontier, prepared to seek refuge in either Syria or Turkey should the campaign collapse completely. The German govern-

ment, however, is said to have urged him to hold out as long as possible, with the assurance that once Crete is captured, large Nazi reinforcements will be sent to Iraq by way of Syria.

Education in China

Before the start of the Sino-Japanese war, almost four years ago, most of China's public schools were centered in the coastal ports and the larger cities of the near interior. On countless farms and in small villages, millions of youngsters grew up without so much as a rude knowledge of the alphabet. Provincial governments, almost invariably corrupt, gave slight attention to the problem of rural schools, and the village councils were most of them too poor to pay for trained teachers. The young men and women trained in China's academies preferred the relatively high wages and comfortable living standards available in the larger cities.

But a revolution in China's educational system has now occurred, as a direct result of the Japanese invasion. The young Chinese teachers who once clustered in Shanghai, Nanking, Canton, and Hankow, have fled into the far interior before the

But after a short time he gave up the struggle, reconciled himself to American rule, and settled down to a lucrative law business. He first gained national prominence as a prosecuting attorney when he brought a prominent American lawyer to trial on charges of fraud. This episode created such a stir that Quezon soon found himself thrust into important political jobs. But his master stroke came when he obtained the post of resident-commissioner of the Philippines in Washington in 1909. For the next eight years he worked to secure for the Philippines a measure of self-rule. By 1916 Congress passed the Jones Act (see Historical Backgrounds) and the following year Quezon returned to Manila as a national hero. When the Commonwealth was established in 1934, there was no doubt whatever about the presidency. Quezon was elected hands down.

Quezon is a dapper little fellow, with a wardrobe that would put to shame the world's 10 best dressed men. If Quezon has never been included among the list of the best dressed, it is probably because he likes his shirts loud and gay. When he was younger, he was a familiar figure in night clubs, both in Manila and Washing-



THE GLIDER—NEW NAZI ATTACK WEAPON

For years young Germans have been taught the use of gliders. In the recent aerial attack on Crete, gliders were employed to land some of the troops.

advance of the Japanese forces. And they have proved eager to set up schools in every village and hamlet, taking whatever wage the villagers are able to afford. Youngsters who had never seen a book in their life are now being taught to read and write.

The initiative shown by these Chinese teachers evacuated from the Japanese-held regions moved the Central Government of General Chiang Kai-shek to set up a five-year "Mass Educational Plan." This scheme was begun only a year ago but before the end of this year, it is hoped a school will be established for at least every 700 families. Adult classes are also being founded for those above school age who are anxious to learn to read and write but who until now have had no opportunity to attend classes. In the province of Szechwan alone, five million adults out of a total of 18,000,000 illiterate adults have now been given elementary courses.

Filipino Boss

Manuel Quezon, president of the Philippine Commonwealth, is one of the truly superb politicians of our day. It may be that he picked up a few tricks in the political game during the years when he represented his country in Washington. But those who have followed his career from the start insist that even 25 years ago there was little Quezon could have learned in the American capital.

When the United States occupied the Philippines, Quezon, then a lad of 20, joined the rebels under General Aguinaldo.



THE ROAD BACK

Balkan peasants, who fled from their homes when the Nazi invasion began, return to take up their lives as best they can. The refugees above are passing by a German armored column.

police, the Gestapo, and by the hundreds of German administrators, technicians, and supervisors who have been installed in every branch of the government. And the country, according to accounts reaching the United States, is being drained of its food as if it were a conquered nation.

The food rationing in a land that normally is a large exporter of foodstuffs, the increasing restrictions upon everyday life, and the mounting price level are together causing unrest among the Hungarian population. But there is nothing that they can do beyond voicing their grievances in hushed whispers.

Strategy in Lisbon

In spite of the ever-spreading character of the European war, the government in Lisbon remains confident that its neutrality will not be violated, in the near future, by any of the belligerents. Curiously enough, it is the strategic Portuguese islands in the Atlantic — the Azores, Madeira, and the Cape Verdes — that provide the basis for this confident mood in the Portuguese capital.

As officials in Lisbon see the situation, neither the Axis nor the Allies can profit from any seizure of Portuguese territory. If the Germans were to attack Portugal, through Spain, the British would undoubtedly seize the Atlantic islands and thus obtain new bases from which to guard their shipping lanes to Britain. On the other hand, if the British were to make the first move and seize the Azores and other Portuguese islands, then Germany, with the aid of Spain, would undoubtedly move into Portugal.

Thus the Portuguese feel sure that each of the belligerents has as much to lose as to gain by a violation of their nation's neutrality. So long as that balance is maintained, they say, there is no possibility of their being involved in the war. Should the United States become an active belligerent, of course, the picture would change completely. But until now the Portuguese have not given much attention to such a turn in the world's affairs.

Ireland Still Neutral

Although regarded in London as an integral part of the United Kingdom, the six counties of Northern Ireland have so far escaped wartime conscription. Mounting pressure of public opinion had forced the government, during the last month, to propose that the young men of Northern Ireland be enrolled for military service and thus share the burden of defense against German invasion.

Last week the proposal came up for final decision in Parliament. The government of Eire, or Southern Ireland, which has never renounced its claims upon the six northern counties, warned London firmly against adopting the conscription measure. Ugly rumors were heard throughout the Irish isle that any effort by the Churchill cabinet to force the issue might lead to civil war. Rather than risk a serious struggle, with possibly unpleasant repercussions, Prime Minister Churchill backed down.



M. & E.

MANUEL QUEZON

Astute president of the Philippine Commonwealth.

U. S. Attention on Philippine Islands as Pacific Crisis Deepens

(Concluded from page 1)

since (see Historical Backgrounds, page 2). This movement found allies in the United States. There were some who regarded the islands as too remote and too scattered for Americans to defend, and urged withdrawal on the grounds of military necessity. Theodore Roosevelt, who dubbed the islands "our Achilles heel," that is to say, our weak spot, was one of these. And then, also, there were American beet sugar growers who did not and do not like the competition of Philippine sugar in American markets, and so on.

The Islands' Future

And so, five years from now, according to the act passed by Congress in 1934, the islands will be cast adrift, as the leaders of their independence movement have urged. At that time our interest in them will cease. But the crisis in the Pacific is expected to come to a head long before the islands win their freedom, and in the meantime, responsibility for the welfare and protection of the Philippine Commonwealth lies with the United States. Manila, the Philippine capital, is the only large city under the American flag now making earnest preparations for a great air raid or



THE STRATEGIC LOCATION OF THE PHILIPPINES

invasion. But it is making them in all seriousness, and the concern which officials in Washington are showing indicates that the United States is strongly interested in the immediate future of these islands in the Pacific.

The Philippine Archipelago lies along the eastern rim of the South China Sea. Actually, it is a part of the East Indies, fitting into the upper apex of the triangle formed by the East Indian islands as neatly as a key fits into its lock. Though their total land area does not exceed that of Arizona, the Philippines are widely scattered. Picked up and dropped on eastern United States, they would extend from the Great Lakes to Florida, and from the Mississippi eastward to the Atlantic.

Altogether there are 7,083 islands in this group. Most of them are quite small, less than half of them having so much as names, and less than 500 an area of one square mile or more. For most purposes it is sufficient to remember the two chief islands of the archipelago—Luzon and Mindanao.

Luzon, in the north, is the largest of the Philippine Islands. Thickly populated and quite civilized by comparison with the others, it is fairly well lined with roads and railways, and contains the large and modern, though unbecomingly capital of Manila. It is in Luzon that one finds most of the wealthy Filipinos, the Chinese mer-

chants, most of the churches and government officials, and the Americans—planters, businessmen, soldiers, sailors, airmen, and various other groups.

The island of Mindanao, in the far south, presents a striking contrast. It is more truly one of the "Indies"—a hot, backward, generally unhealthful island, but fairly well off in minerals. In Mindanao one finds half a million Moros, somewhat surly Mohammedans traditionally hostile to the Filipinos, and the Japanese—14,000 of them, in shops, on the farms, and in the mills. Davao, the chief port of Mindanao, and the "back door" of the Philippines, looks almost like a Japanese city, so predominant have Nipponese immigrants become in its factories, retail merchandise establishments, shipping, hospitals, and theaters. Japanese penetration has gone so far that there are even Japanese signs marking the streets.

Standard of Living

Most of the 16,000,000 people of the Philippines live in these two islands, and though their general standard of living is far above that of the Dutch East Indies, British Malaya, and French Indo-China, nearby, it is quite low by American standards. Beyond the outskirts of the Manila and Davao regions lie a number of big plantations where work is carried on by modern methods, but in the hinterland natives cultivate small farms by somewhat primitive methods. The soil is rich and green. Almost too much so. Too many things want to grow at the same time. In damp regions, the farmer must wage a constant war with the creeping jungle which is always threatening to close in on his cleared land.

Some of the islands are mostly jungle with black splotches of swamp here and there. In crowded regions, terraced rice paddies curve along steep hillsides like zebra stripes, and in the southern islands, sharp volcanic peaks rear into a tropic sky, their cones marked by whiffs of smoke. Over all is a damp, shimmering heat, broken now and then by a torrential rainfall. Save in the dry districts and uplands, it is a climate which kills energy and ambition, and often defeats the white man in his struggle to make a living.

In spite of the clinging heat and primitive conditions as they existed in 1899, Americans have made great improvements in their 42 years of control. Modern systems of sanitation, sewage, and garbage control have been installed, and the islanders have been taught to do it themselves in good schools. When we took over the islands, four out of every five children were dying in infancy. Today, 94 out of every 100 survive. The number of newspapers sold in the islands has increased 20 times since 1900. On the whole, the American administration has been so good as to cause discomfort among the nearby French, Dutch, and British colonial administrators, who are somewhat embarrassed by the contrast between the American and their own administrative systems in these far-off islands.

Dependence Upon U. S.

During these many years, the Filipinos have become accustomed to depending heavily on American markets. Between 80 and 90 per cent of all exports of the islands is absorbed regularly by the United States, chiefly rice, sugar, hemp, tobacco, copra, and coconut oils, but also gold and chromite. And the Philippines in return have provided a good market for our own produce. More than 60 per cent of their imports come from this country. The newspaper *PM* has listed some of them in a recent issue:

This country (the Philippines) is the fifth best market of the U.S.A. American traders out here would remind us that the Filipinos buy . . . the crop of 200,000 acres of wheat land of the U. S. Northwest and that of 100,000 acres of southern cotton; that 55,000 American cars and trucks are on Philippine



WORKING A RICE TERRACE IN THE PHILIPPINES

highways, that the Philippines have become the leading buyer of U. S. wheat, flour, automobile tires, cotton cloth, canned soup, pickles, malt liquors, cigars, nightshirts, railroad spikes, woven wire fencing, wire rope, nails, safes, crosscut saws, ore-crushing machinery, and some 90 other American manufactured products.

If the Philippines are cast loose according to plan, in 1946, they will no longer be able to trade in our markets with the same freedom and advantages as before. It is true that Filipino exporters will not have to face the full height of the American tariff wall in 1946, since an amendment to the Independence Act provides that the tariffs on Philippine products shall be raised gradually, not reaching their full height until 1961. This will lessen the shock to Philippine merchants, but in the long run, the Philippine exporters will have to pay the American tariff charges for all goods sold in this country, which means they will have to ask higher prices, and chances are that they will not sell as much as they are selling now. So they will be forced to look around for new markets, and this is where Japan comes into the picture.

Japanese Influence

The Japanese would like very much to purchase the rice, sugar, chromite, tobacco, coconut oil, and the strong-fibered hemp of the Philippines on favorable terms. They would like to develop iron and manganese deposits and other valuable mineral resources now virtually untouched on the islands. In return they would sell the Filipinos cheap bicycles, cooking utensils, cameras, cloth, and other inexpensive manufactured goods. In due time, it is thought, Japan would take the place of the United States in Philippine affairs, eventually gaining political control and exploiting the islands for all they are worth. And



MANILA

so it is that, confronted with this threat, President Manuel Quezon and many of the Filipino political leaders who have worked so long and earnestly for independence, are now shrinking back as they find it on their doorstep. The withdrawal of the United States, it is becoming clear, invites the entry of the Japanese, who are already strong in the south, and the Filipinos are in no position to defend themselves alone.

There is even some question as to the ability of the United States to conduct an adequate defense of these islands—which lie 7,000 miles from our shores. Some say frankly that such a defense should not be attempted. We would have to send our fleet, at great risk, through a screen of Japanese islands infested with submarines and torpedo boats even to reach the islands. Once there, the fleet will find no base big enough to shelter it. Cavite, just outside Manila, is not big enough to hold battle-ships. A large Japanese Fifth Column organization may render organized resistance to an invasion difficult.

U. S. Defenses

The United States maintains about 11,000 troops in the islands, and is now swelling the garrisons. An American officer, General Douglas MacArthur, has trained a Philippine army of about 46,000 men. There is a small American naval squadron permanently based on Cavite, and not long ago the defenses were strengthened and the natives cheered by the arrival of 100 American fighting planes.

This is not a large force. It is not large enough to fight a long war against the Japanese army and navy, or even large enough to prevent the Japanese from landing on some of the islands. It is not expected to do this. What the forces now in the Philippines are expected to do is to hold off an attack on important cities, airdromes, naval stations, and industrial centers until larger units can arrive in force, and the United States concentrates all its power for a general drive on Japan.

It is important to remember that no power attacking the Philippines can expect the war to be localized and confined to those islands alone, however. It would quickly spread, and in the case of Japan, it would spread along a vast front extending from Alaska perhaps as far south as Australia, and it would be along this front—not in the Philippines alone—that any such war would be decided. The United States might easily lose the Philippines temporarily, and still win the war. But until 1946 the United States is responsible for the welfare and security of these islands, and the probability is strong that it will defend them with all its power against attack.

PRONUNCIATIONS: Cavite (kah-vee'tay), Dakar (dah-kahr'), Davao (dah-vah'oe), de Gaulle (duh' gol'—o as in go), Konoye (koe-noe'yeh), Luzon (loo-zon'—o as in on), Yosuke Matsuoka (yoe-soo'key mah-tsoo-oe'kah), Mindanao (min-dah-nah'oe), Manuel Quezon (mah-noo-el' kay'zon), Szechwan (sueh'wahn'—u as in us).

The Controversy Over Radio Broadcasting

(Concluded from page 1)

succeeded seven years later, in 1934, by a new agency, the present FCC. Today it assigns the pathways of the air to radio stations, tells them how much of the day they may broadcast and what power they may use. Periodically it renews the licenses of existing stations, and occasionally bans one from further operation or permits a new one to go on the air.

The FCC Investigation

The FCC's standard for making these judgments is whether or not each station serves the "public interest, convenience, or necessity." This broad power gives the FCC a good deal of room in which to police the air waves and to make regulations of all sorts. Generally speaking, the government, the networks, and the individual stations have been in agreement that this control is a good thing.

The new regulations which set off an explosion came after a three-year study of chain broadcasting. At the outset, the FCC recognized that the networks have numerous accomplishments to their credit. "Many improvements which have taken place in engineering, in program quality, and in the broadcasting of special events of national interest to ever-increasing audiences have been due, in considerable measure," the FCC admits, "to the advertising revenues brought to the radio broadcasting industry by the network method of broadcasting to nation-wide audiences."

All this has taken place since 1923, when the first network broadcast—a hookup of two stations, one in New York and one in Boston—went on the air. Three years later, the National Broadcasting Company, with two networks, was formed, and in 1927 the Columbia Broadcasting System came into being. The Mutual Broadcasting System was organized in 1934.

Their contribution, the FCC asserts, has been to make "possible a wider reception for expensive entertainment and cultural programs and also for programs of national or regional significance which would otherwise have coverage only in the locality of origin." Such an arrangement, the report continues, brings "advantages to both the listening public and to broadcast stations." On the other hand, the FCC charges that the chains may likewise engage in practices which are not in the "public interest," and these are the policies which the commission has singled out for attack.

In the first place, the right to broadcast in itself is essentially a monopoly, because of the very limits on space in the band of air waves. It is the contention of the FCC, moreover, that these individual stations, which are small monopolies in themselves, have been knit into chains of monopolies. It further criticizes that the effect has been to eliminate much competition, and to prevent stations from having a sufficient voice in their own affairs, due to the control held over them by networks.



PRINCIPALS IN THE BATTLE OF THE NETWORKS

James Fly, center, is chairman of the Federal Communications Commission which contends that the large networks are monopolizing radio. Niles Trammell (left) president of the National Broadcasting Company, and William S. Paley (right), president of the Columbia Broadcasting System, have taken issue with the Commission's stand.

Specifically, the FCC now rules that one company may not control more than one network, making it necessary for NBC to drop either its Red or its Blue hookup. Another forbidden practice is the making of long-term contracts—five years at a time—between networks and their affiliated stations; one year is the new limit. Stations, once required by the terms of their contracts to broadcast certain network programs and to cancel local programs at the network's demand, are given the right to choose what to do. They may even go so far as to take the programs offered by another network if they so desire.

Stations are also given the right to set their own rates for advertising, without interference from the networks. And finally, no network may have more than one station in a given area; there can be no overlapping of its member stations. In short, the FCC is attempting to reduce the control of the networks over their affiliated stations. To enforce these orders, which must be carried out in 90 days or less, the FCC has warned that it will not renew the license of any station which engages in the forbidden practices.

Reply of Networks

In defense of themselves, the networks quickly charged that the FCC had no power in the first place to issue these orders. The very fact that there are over 800 stations in existence, it is argued, shows that there is no real monopoly in radio. If the individual stations want to cooperate with the large networks, they should have the right to do so. In fact, it is brought to mind that most stations are exceedingly desirous of affiliating with a network, and bend every effort to gain membership. The affiliation, continues the argument, guarantees the individual station a steady revenue—its share of the returns from selling radio time to sponsors—and a much

better standard of programs than it could produce working alone.

Turning to the new rules of the FCC, the networks charge that these throw the industry into a chaotic state. In making its own defense, the Columbia Broadcasting System is voicing opinions similar to those of other networks when it says:

The network spends a large portion of its advertising revenue in providing news-gathering facilities throughout the world; in producing and broadcasting educational programs; in putting great orchestras on the air; in making broadcasting facilities available to government officials and others who wish to use radio for religious, cultural, and social purposes; in developing new types of radio entertainment, and in broadcasting world events as they occur.

The local station, with very few exceptions, gets the benefit of all these services, including the costly wire line connections, without taking any of the financial risks and without making even an indirect payment until it receives business from the network. The nationally sponsored programs and nation-wide non-commercial broadcasts, which the station is thus enabled to receive, build its prestige and its audience. . . .

The local station compensates the network for these services (1) by giving the network an option on part of its broadcasting time in order that the network may make firm arrangements for the sale of such time to national advertisers, and (2) by selling that time to the network at a lower rate than it sets for its other broadcasting time.

There is nothing sinister, monopolistic, or unhealthy about such a relationship. It is simply a good business arrangement for both the station and the network. The station gets services it could receive in no other way, and the network is able to function because it is assured of available time on the stations and thus can operate with a guaranteed nationwide coverage. In every single instance the arrangement between the station and the network under which these mutual benefits are enjoyed is entered into voluntarily by both the station and the network.

Effect on Revenue

In other words, the networks point out that broadcasting depends on advertising for its operation, and that sponsors buy network broadcasting time because they know they will receive a guaranteed coverage. Columbia takes up each of the new regulations and shows how, in its opinion, they upset all the present stability. In the networks' view, the result will be that advertisers will hesitate to buy time on the air, not knowing how many stations a network may have from one week to the next. When revenues are thus greatly reduced, the argument continues, it will no longer be possible for the chains to spend large sums on broadcasting music by symphony orchestras, news from abroad, and other outstanding features.

NBC says much the same thing, except to add that the execution order against one of its two chains will destroy what it has taken 15 years to build up. NBC foresees that one result may be that it will be forced to "sacrifice such outstanding programs as the Town Meeting of the Air, the Toscanini Symphony Concerts, the Farm and Home Hour, the NBC Music Appreciation Hour, the Metropolitan Opera,

and outstanding religious and educational programs."

After demonstrating what they believe will be the effect of the new orders, the networks challenge the FCC's legal right in the first place to take any such action. "When radio broadcasting began to develop in this country," CBS states, "Congress by law wisely laid down a sound policy for broadcasting in America—a policy which plainly meant to protect the basic right of freedom of the air as an essential part of freedom of speech."

"Under that law, Congress gave the federal government, through the Federal Communications Commission, the power to license broadcasters, assigning to each a definite wave length on which to operate in the public interest, convenience, or necessity. That was necessary, just as traffic rules are necessary on crowded streets, just as our highways are marked off for the flow of vehicles."

"In its new 'regulations,' the Commission says 'no license shall be granted' unless the station bows to the Commission's arbitrary will and obeys the eight new edicts which it lays down. Do this—or we will put you off the air!"

A Bitter Fight

The FCC, however, is standing firm in its plans to enforce the new regulations, and contends that its broad powers give it the right to take this action. It claims that the required changes will usher in a new spirit of competition in radio broadcasting, and far from endangering free speech, the orders will do much to protect it. For control by the networks will be reduced, and individual stations will be at greater liberty to determine their own policies as to what to put on the air.

In the words of the Commission, it is attempting to eliminate "practices which adversely affect the ability of licensees to operate in the public interest." Rather than create conditions which will make for programs of a lower quality, the Commission believes that its action will increase broadcasting competition to the extent that standards will be maintained on the same level they are today or even improved.

It may be some time, however, before the listening public can judge which predictions—the FCC's or the networks'—will be borne out. The networks have announced their intention to fight the regulations to their utmost. They plan to challenge the FCC's legal arguments in the courts, carrying their case to the Supreme Court if necessary. Another strong possibility is that they will take the controversy before committees of Congress, and seek to have new laws passed.

While this battle is running its course, it is likely that the networks will obtain a court order which will prevent the new orders from taking effect until the case is settled. The FCC, in such an event, would be restrained from enforcing its regulations until they are appealed through the federal courts.

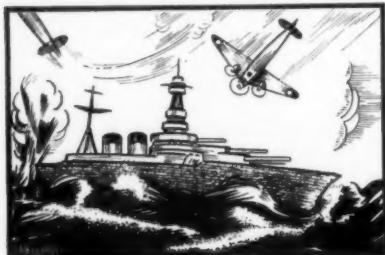


NETWORK PROGRAM

The growth of large networks has made possible the development of excellent entertainment and educational programs—so argue the supporters of the networks.

THE United States is now feverishly increasing its naval strength and five or six years hence we shall have a two-ocean navy capable of standing up against any possible coalition of enemy fleets. But Major Alexander P. de Seversky voices the opinion that by the time our new vessels are completed, many of them may no longer be of any use to our national defense. Within a few years, navies will no longer be a primary means of defense. References to our fleet as "our outer defense" or "first line of defense" will seem echoes of a far-off past. Writing in the current number of *The American Mercury*, Major Seversky says:

To those who have not caught up with the revolution in war strategy brought about by the advent of Air Power, this may sound like exaggeration; to naval diehards it will sound like blasphemy. Yet a little patient consideration of facts already in high relief on the landscape of the present war will reveal that I am setting down the inescapable conclusion we must draw from recent experience. As we approach the end of the second year of the Second World War, it is startlingly clear that the navies of all nations have already and irretrievably lost their function of



strategic offensive action. They still play a defensive role—against other navies—but only in waters as yet beyond the reach of aviation. As that reach is extended—with the rapid enlargement of Air Power range—the margin of defensive usefulness shrinks, and it is quite possible to foresee the inevitable vanishing point.

The writer is of the opinion that within five years, military aircraft will achieve a range that will enable it to strike at any point on the globe, no matter how distant the home base. And when that is achieved, empires will rest not on the strength of their battle fleets, but upon their capacity to produce immense air armadas. Always through history new methods of waging war have changed the balance of power in the world.

Crete's Defender

As the fate of the island of Crete last week hung in the balance, with the odds greatly favoring the Nazis, Britain pinned her last hope on the commander in charge of the defense of Crete. Hanson W. Baldwin, writing in the *New York Times*, tells us something of Major General Freyberg's abilities:



W. W.
GENERAL FREYBERG

One of Britain's greatest assets in Crete is her commanding general there, a last-ditch fighter and a man with an amazing record. Major General Bernard C. Freyberg, New Zealand born, American and British bred, one of the most brilliant of the World War crop of officers, a brigadier at 27, commands a mixed force of New Zealanders, British, Greeks, and perhaps a few Yugoslavs. He is the kind of leader for a lost cause, a man who can somehow, sometimes, snatch victory from defeat.

And he can indoctrinate his men with his spirit. Moreover, he probably has at the present time, in so far as the ground fighting is concerned, a greater weight of metal than the invading Germans can muster, for the light artillery they carry by plane is necessarily smaller in caliber and in quantity than that the defenders have. He has the advantage of land mobility and land transport, which the invading Germans must still lack. He has the advantage of ample munitions; the Germans must supply by plane. He has the considerable advantage of support by the British fleet, which is now perhaps undergoing its greatest test in the continuing struggle of air power versus sea power.

Port of Dakar

The French African port of Dakar was the scene of a British-French struggle in September 1940. That was when "free

French" forces, under the command of General Charles de Gaulle, sought to storm the harbor with the aid of a British naval squadron. The assault was unsuccessful and the British and "free French" forces were compelled to withdraw.

But Dakar continues to crop up in the news. Located on the westward-jutting hump of Africa, only 1,800 miles from the Brazilian bulge, it might provide a base for hostile aircraft and vessels seeking to attack South America. Some American military experts regard this possibility as so menacing to the Western Hemisphere that they have urged American seizure of Dakar as a protective measure.

In the *New York Times Magazine*, W. O. Oliver gives a colorful description of this French colonial outpost:

The two things always remembered by anyone who has been to Dakar are the vultures and the lizards. The vultures are forever wheeling overhead, looking for carrion, and the endless thousands of little lizards, red, yellow, and blue, overrun the town, climbing walls and trees, darting through the streets.

As a town, Dakar, with a population of about 42,000, is just another tropical outpost, neither beautiful nor romantic. Its chief reason for being is colonial administration and trade.

From an airplane one would see Dakar as a sprawling town of low houses creeping back from the harbor on to the higher land and fraying away at the edge of the bush into a nondescript collection of native hovels. Another mile and one comes upon the typical mud and straw huts of the back country people. Most of the whites, including the commercial employees and government clerks and officials, live on "Le Plateau," the high land well back off the shore, where there are broad, straight streets with comfortable homes, tropical gardens, and walls covered with red bougainvilleas.

Life for the Europeans is uniformly dull, with no stage plays and only the dregs of motion pictures. The only club is the Club de l'Union, where one can have cold drinks, play bridge, and read. There is one good restaurant . . . one newspaper.

Shepherd's Life

According to the Department of Agriculture, there are nearly 55 million sheep in the United States with a total value of about \$350,000,000. The raising of sheep is a big business. At least a third of it is carried on in the sparse grasslands of the West, particularly in the Colorado region, where between 14 and 20 million sheep are herded from pasture to pasture each year.

In the June issue of *Travel*, David Lavender describes the life of the men who tend the big flocks. They are a strange breed, made up of "college graduates, unlettered Mexicans, engineers, writers, farmers' sons, paroled convicts, and merchants" drawn to a life of loneliness in the western ranges:

It was winter. Out on the bleak Wyoming prairie, a canvas-covered wagon, looking like the old Conestoga schooners of pioneer fame, hunched on a snow-cased hill, its chimney smoke streaking across a cold yellow sunset. A dirty gray mass of sheep huddled nearby, blating hungrily. A man came walking around them, heading for the only home he knew, his sheepskin collar turned against the wind. He climbed into the wagon. The door banged shut behind him. An empty sound in an empty world.

The men who live this life do not call themselves shepherds, but sheepherders.



J. C. ALLEN

News and Comment

Their job is to keep their respective flocks together, to keep them fed, and to protect them. It is not a lazy life, as some might think. The ranges are not many, and each morning the herder must estimate dangers and distances before pushing on from one bed ground to another, trying to keep his sheep where government men say they should go, keeping off cattle lands, and fighting coyotes by night. In the spring the herd is doubled:

When you reassemble the herd to move on, each ewe has learned the voice of its lamb, and the lamb its mother's. It is their salvation. In the evening the sheep mill about on the bed ground in indescribable confusion. The din is terrific: thousands of throats, each calling for one particular object. Yet out of the bedlam a lamb—or a ewe—will pick the proper call. It starts running. Hundreds of others are also running, every which way.

There is still occasional trouble between sheep and cattlemen, but government control of the ranges has helped a great deal. In the author's opinion, however, it will be a full half century before the western grasslands recover from the wasteful manner in which they were used in the past.

China, an Ally

"Holding on against apparently hopeless odds, China may win after all." Thus writes Edgar Snow, well-known Far Eastern war correspondent, in the June 3 issue of *Look*. China is now seen, not as a liability, but as an effective ally for Britain and America.



But first among conditions attached to the above statements is American aid. China has had dire need of aid from England and the United States since the present Japanese invasion began in 1937. But, whereas the wisdom of helping China to resist the invader has been debatable in the past, some people holding that the effort would cost more than it was worth, it now appears that to prevent Japan from working with Hitler and helping to defeat England is worth almost anything. With the situation growing crucial with respect to Singapore and the prized Dutch East Indies such aid can really be expected. Mr. Snow believes it might make the difference between victory and defeat for the Chungking government.

On the dark side of the ledger is the fact that Japan has accomplished just about everything but victory in the past four years. She holds over a million square miles of territory, containing nearly all the large and important cities, industrial plants, railways, ports, and supply lines. The only important lines of transportation which China can still use are the Burma Road and the Turkestan Road.

Against these odds the defender has a vast amount of land, roughly twice the size of the Japanese holdings. The materials of modern war—cannon, tanks, and planes—are badly needed; but men to do the fighting are plentiful. China's population is so great that it has yielded an army of three million regulars, about a million active guerrilla fighters, and literally millions of trained reserves. In all, one-fifth of mankind is engaged in the struggle. The writer quotes a comparison the Chinese are fond of making:

France surrendered before the enemy entered Paris, although beyond the seas the resources of two mighty empires lay at her disposal. China lost all her great cities more than two years ago, when Japan celebrated the "end of the war"; yet today Japan still cannot get Chungking to make an armistice,



NATIVE RUBBER TREES
U. S. government experts are inspecting new rubber trees planted near Miami, Florida.

though she offers better terms than Berlin gave Vichy.

But can China hold out? "Alone they cannot," Mr. Snow concludes: not in the predictable future. But perhaps what Britain and America want is not so much to get Japan out of China as to get her farther in. The deeper Japan goes in, the more troops she must add to the million now deployed there and the half million already lost there. And, the longer Japan stays in China, the fewer men and machines she will be able to detach for use against the European colonies.

So that is the service China can render as an ally. Will she agree to it? Much depends on whether Hitler succeeds in persuading Tokyo to adopt new strategy and invite Chungking into the Axis on a basis of near-equality and a fair division of the European colonies in Asia.

Much depends on the speed and generosity and intelligence with which America now aids Chungking—money and credits for munitions and machinery. I say "America" because it is clear that Washington henceforth will subsidize Britain's fighting allies—"everywhere in the world."

Home-Grown Rubber

When strategic materials necessary to either war- or peacetime economy of the United States are considered, rubber is always high on the list. Rubber is usually thought of as a natural product which must be imported, or as an expensive, none-too-satisfactory synthetic. The idea that natural rubber could be home grown seems almost to have escaped consideration. But the fact is that the natural rubber of the guayule (pronounced wy-yoo-lay) plant, a wild shrub of Mexico and Texas, has been raised for experimental and even industrial purposes, in southwestern United States for the past three decades.

Dr. William B. McCallum of the Intercontinental Rubber Company has had charge of the experimental product. "With over 10,000 acres of experimental growing behind him, the wrinkled little botanist is today this country's Number One rubber farmer," writes Frank J. Taylor in the June issue of the *Country Gentleman*:

In the cool, dry warehouse at his breeding nursery near Salinas, California, Dr. McCallum has accumulated hundreds of airtight, 50-gallon drums of choice guayule seed, which is as fine as grass seed and keeps indefinitely. These shiny black drums constitute one answer to what Americans, who use over half the world's rubber in their tires, could do about it if a hostile foreign government tried to cut this country off from its present rubber sources in the East Indies and the Malay Peninsula.

Acres for acre, Dr. McCallum's domesticated guayule now yields as much annually as an East Indian Heva rubber plantation. Forty thousand farmers, he says, each with 100 acres of semi-arid land planted to guayule, could make the United States independent of foreign rubber plantations within four years. Dr. McCallum is convinced that the farmers could grow real guayule rubber cheaper and faster than chemists could make synthetic rubber in chemical plants.

Dr. McCallum found the gray, willowy shrub, which somewhat resembles the tumbleweed, a very hard plant to manage. It seemed to thrive in the desert, rather than in the hothouse, and it resisted all attempts at crossbreeding the different varieties. By using the process of selection and by locating the experimental farms in the most suitable climate, the botanist won out.

Information Test Answers

European History

1. (b) Spain. 2. (d) James I. 3. (a) A Frenchman. 4. (c) Christopher Wren. 5. Germany, Italy. 6. (b) William Gladstone.

Geography

1. (c) China. 2. (d) The Panama Canal Zone. 3. (b) Canton. 4. (a) France. 5. (b) Cyprus.